

**West Hartford Substance Abuse Prevention Commission (SAPC)**  
**Meeting Minutes**  
**February 5, 2015**

**Attendees:** Amal Ali, Tracy Bennitt, Jeff Bersin, Jackie Colon, Jamahl Hines, Dan Jordan, Joe Kalache, Marc Kotler, Leo Negrón, Jean Schensuyl, Jeff Sousa, Marisa Tamayo, Pat Tyler, Peg Weeks,

**Enjoy Refreshments**

Members enjoyed refreshments prior to this working session.

**Welcome / Introductions / Approve Minutes / Early Departures / Announcements**

Jeff Bersin welcomed members and introductions were made. Meeting minutes from the January meeting were approved. Jeff announced that the CT Prevention Network is sponsoring a legislative breakfast on substance abuse prevention. It will be held on February 26<sup>th</sup> from 8:30-10 AM and anyone is welcome to attend. He also mentioned articles he had seen that seemed relevant to the work the Commission is doing, including one on a drop box and another that provided tips for parents to communicate with their children.

**Second Working Session on Taking Action on Household Initiative**

Dan Jordan from the Institute for Community Research presented statistics to the Commission from the most recent surveys completed at both Conard and Hall High Schools. The following points were reviewed and trends were noted:

- Question related to 30 day use:
  - downward trend: in 2009 – 31%; in 2013 – 25%
  - females used to be higher percentage than males in 2009; now female and male percentages are even
- Question related to becoming drunk:
  - downward trend: in 2009 – 19%; in 2013 – 15%
- Question related to alcohol use at home:
  - no significant changes between 2009 and 2013
  - in 2013, 13% of parents knew about alcohol use and 14% of parents did not know about alcohol use
  - there were many questions from the Commission about how these numbers were calculated
- Question related to access:
  - upward trend: an increase in who thought it was difficult to access
  - in 2013, 39% said it was very easy to access and 13% said it was impossible to access
  - Troy Moore commented that it would be good to see these numbers separated by grade
- Question related to parent communication:
  - trend: in the past 3 years, approximately 30% have said “not much” or “not at all”
  - trend: no variances from “not at all” to “a lot” for all categories by grade
  - in 2013, 39% said “a lot” and 9% said “not at all”
  - Jeff Bersin commented that it would be good to see frequency vs. intensity of communication. He also commented that these answers are subjective and that people will define “a lot” or “not much” differently

- Question related to peer norms:
  - downward trend: 53% would strongly disapprove in 2011 vs. in 2013 38% would strongly disapprove of a peer having 5 or more drinks in 1 setting
  - comments from the Commission were related to terminology that we should use for this question for future surveys (i.e., should we say “acceptable” instead of “approve/disapprove”), concerns over words that are subjective
- Question related to the perception of risk of binge drinking
  - downward trend: in 2011, 45% perceived it as a great risk; in 2013, 41% perceived it as a great risk
  - Marc Kotler asked Dan Jordan if the definition of binge drinking was provided in that question and Dan confirmed that it was

Dan Jordan presented example of ads he has seen that could be part of a future marketing campaign. A marketing campaign was discussed. Ideas included a video for schools created by Lead by Example that could be distributed to parents and students. Troy Moore noted that we need to carefully craft the marketing message especially with the possible and great potential of legalization of marijuana in Connecticut.

Commission members discussed the possibility of creating a subcommittee to explore the survey in more detail and create actionable steps to take with the data. A subcommittee was formed with the following members: Troy Moore, Marisa Tamayo, Dan Jordan, and Amal Ali.

### **New Business**

There was no new business.

### **Adjourn**

The meeting adjourned at 6:32 PM.

Respectfully submitted,

Marisa Tamayo

March 5, 2015

